

# City of Willoughby Hills

35405 Chardon Road, Willoughby Hills, Ohio 44094-9195

Phone (440) 946-1234 FAX 975-3535

Robert M. Weger, Mayor

May 19, 2014

*Dear Willoughby Hills Residents and Businesses:*

*As Mayor of the City of Willoughby Hills, I wanted to write to personally thank you for the personal sacrifice you made for the City on Saturday, May 10, 2014, while the City participated in Color Run 2014. I recognize the fact that some of you may have felt "trapped" in your homes, may have experienced loud music early on that Saturday morning, may have colored cornstarch residue on your property, or perhaps may have in any way felt inconvenienced by having your home or business located in the path of Color Run 2014. While I received only a limited number of dissatisfaction calls following the event, I felt it was important for you to know and understand my reasoning for participating in this event.*

*While we have struggled with economic development on the west end of our city, Color Run brought over 9,000 visitors to that community. These visitors were able to personally see the beautiful trees, homes, and landscape of our beautiful city, and enjoy a safe and pleasant experience at many of our stores and restaurants in that part of our City. We encouraged area merchants to promote their businesses and we are proud of how many of them embraced that opportunity. I personally dined at one of these restaurants and was so pleased to see others were doing the same. Hopefully, these visitors will return.*

*In addition to the economic development enhancement, the City and the Color Run offered twelve of our community's volunteer groups the opportunity to earn funds for some very worthy causes including:*

- Willoughby Hills Lions Club - sight and scholarship funding*
- Willoughby Hills Boys League - youth sport funding*
- South High Key Club and Band Boosters, All Saints School & Girl Scouts - youth projects including After Prom and camping activity funds*

- Calvary Church, WH United Methodist Church, First Covenant Church - church activities
- Willoughby Hills Fall Corn Fest - 2014 concerts and fireworks
- WH Historical Society - Historical Society events

*These twelve community volunteer groups made up the four color stations along the course route and earned funds for each volunteer that worked from 7:00 a.m. to noon.*

*The Color Run will now send a check to Fall Corn Fest, LLC (a 501(c)4 legal non-profit entity). Since The Color Run cannot pay each volunteer or group individually, they will issue payment to Fall Corn Fest, LLC, the non-profit organization set up in 2010 when the city could no longer fund "Community Days." At that time, and since that time, a group of volunteers stepped up to continue the tradition, along with city businesses and dedicated residents who help with sponsorships. Fall Corn Fest LLC will then issue the checks to these volunteer groups and the balance will be used to fund 2014 fireworks (the City still had a contract that Corn Fest assumed the liability for) and free concerts to our residents. There is no profit being made by Fall Corn Fest, LLC on this event, and no individuals are being paid.*

*I hope this information will reassure you that I am sincerely grateful for your cooperation with this valuable event and I hope you also feel proud that your sacrifice has helped so many volunteer groups as well. Thank you again for your support.*

*Sincerely,*



*Robert M. Weger, Mayor*

*RMW:gm*

*PS This letter has not been printed or mailed at City expense. Color Run, Inc. has provided funds to make this letter possible to our residents. In fact, every City expense is being 100% reimbursed by the Color Run, including all expenses related to safety or traffic control.*